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MERCEDES-BENZ AND THE PGA OF AMERICA KICK OFF GOLF PERFORMANCE CENTER TOUR AT THE MASTERS

AUGUSTA, Ga. (**March 2011**) – A host of innovative golf teaching technologies hits the road this year giving golfers a chance to sharpen their skills as The Mercedes-Benz Performance Center, a mobile golf tour powered by The PGA of America, launches in Augusta with the help of two-time Masters Champion Bernhard Langer.

Two Mercedes Sprinter vans serve as an anchor for the overall performance center along with PGA Professionals and high-tech golf teaching technologies for improving important game skills from putting to swing mechanics. In addition to the **P3ProSwing™ CLARET Golf Simulator**, the Mercedes-Benz Performance Center is featuring GolfTEC's g-SWING full swing analysis and g-PUTT putting analysis. Both systems utilize GolfTEC's patented motion and video analysis. The following is included within the Mercedes-Benz Golf Performance Center:

- GolfTEC's patented g-SWING and g-PUTT systems use digital video, motion measurement and biofeedback.
- The digital video compares swing data to GolfTEC's proprietary database of more than 150 Tour Professional golf swings. Digital video provides reinforcement for the golfer and PGA Professional while working in tandem with the biofeedback tones to alert the golfer to a positive or negative motion.
- The **P3ProSwing™ CLARET** is an advanced golf simulator with dynamic swing analysis. The high tech sensing platform and software captures the information from 65 optical elements and creates a visual representation of the swing data.
- The simulator also comes with a skills competition package including Hole-in-One, Long Drive and Closest-to-the-Pin software with an Integrated Leader Board to keep track of top scores.

"The Mercedes-Benz Performance Center is an important initiative that supports The PGA's overall mission to grow the sport of golf," said Joe Steranka, chief executive officer of The PGA of America. "We are leveraging the latest golf teaching technologies and PGA Professionals across the United States in an innovative way by making it mobile to benefit those who love the game and want to further their skills."

Mercedes-Benz of Augusta, positioned on Washington Road, **will host** the first stop for the performance center. PGA Professionals and Langer plan to demonstrate the performance center's technologies to local and international guests.

"Mercedes-Benz is introducing five new vehicles this year including the new CLS and SLK that are built on our leadership for creating fascinating designs and innovative technologies across the automotive industry," said Stephen Cannon, VP of Marketing for Mercedes-Benz USA. "The Mercedes-Benz Performance Center provides the perfect high-tech backdrop for golf enthusiasts to experience these new vehicles while also improving their golf technique."

The Mercedes-Benz Performance Center also will visit local dealerships and championships and significant events over the next several months that include the Wells Fargo Championship, Senior PGA Championship, AT&T National, PGA Championship, Charles Schwab Cup Championship, Chevron World Challenge, along with several Mercedes-Benz Dealer Golf Sectionals and PGA Play Golf America days.

As part of the Mercedes-Benz Golf Performance Center, The PGA is focusing on recruiting, training, and scheduling local PGA Professionals to be with the performance center and work in concert with The PGA's technology partners.

The Mercedes-Benz Golf Performance Center Schedule:

Event	Dates	Location
The Masters/MB Augusta	April 4-10	Augusta, Ga.
Wells Fargo Championship	May 2-8	Charlotte, N.C.
Senior PGA Championship/Tafel Motors	May 24-29	Louisville, Ky.
AT&T National	June 27-July 3	Philadelphia
PGA Championship	Aug. 8-14	Atlanta
Mercedes-Benz Dealer Golf Eastern Sectional	Oct. 19-23	Pinehurst, N.C.
Charles Schwab Cup Championship	First week of Nov.	San Francisco
Mercedes-Benz Dealer Golf Western Sectional	Nov. 9-13	Scottsdale, Ariz.
Chevron World Challenge	First week of Dec.	Thousand Oaks, Calif.

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Montvale, N.J., is responsible for the distribution, marketing and customer service for all Mercedes-Benz and Maybach products in the United States. MBUSA offers drivers the most diverse line-up in the luxury segment with 12 model lines ranging from the sporty C-Class to the flagship S-

Class sedans and the SLS AMG supercar.

MBUSA is also responsible for the distribution, marketing and customer service of Mercedes-Benz Sprinter Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbsprinterusa.com.

About The PGA of America

Celebrating its 95th year, The PGA of America has maintained a twofold mission of its founders: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf.

By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, The PGA enables its professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in a multi-billion dollar golf industry.

By creating and delivering dramatic world-class championships and exciting and enjoyable promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

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